

Legislation Text

File #: 19-308, Version: 1

Presenter

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SUBJECT:

Discuss and consider a request for a conditional sign permit for Freiheit Village located near the northwest intersection of Creekside Crossing and FM 1101.

BACKGROUND / RATIONALE:

Case No.: CS19-0107

Council District: 5

Applicant/Owner: CWC 306 Master Community, Inc. (Mike Norris)
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The subject property referred to as Freiheit Village is located near the southwest corner of the intersection of Creekside Crossing and FM 1101. The zoning is a PD: "Creekside Wellness Center" Planned Development District, with a base zoning of "MU-B" High Intensity Mixed Use District. The development consists of 29 mixed use lots with an anticipated build-out of 101 tenants (see Attachments) on 51 acres. There are 6 exterior lots fronting Creekside Crossing and 4 exterior lots fronting FM 1101. The interior lots front either a private street or private access easement.

The subject site is considered a multi-tenant property since it contains two or more businesses in multiple buildings on contiguous lots, and constitutes a single cohesive development.

Pursuant to New Braunfels' Sign Ordinance, sign types and sizes are allowed based on zoning and specific street frontage:

- The MU-B district allows one free standing monument sign or one low-profile pole sign per 300 feet of lot frontage with a minimum of one per lot. Monument signs are limited to 10 feet in height and 48 square feet. Low profile pole signs are limited to 10 feet in height and 20 square feet. Both sign types require a minimum 10-foot setback. The subject site would be allowed a total of 30 free standing signs where 12 would be adjacent to the public streets (Creekside

Crossing, FM 1101 and Central Plaza).

- Multi-tenant properties are required to share a sign structure which may be any sign type allowed. When four or more tenants are included on a monument sign, the sign may be up to 64 square feet in area.
- Multi-tenant properties are also allowed one 32 square foot monument sign at a maximum height of 5 feet at each driveway to direct traffic to various areas and businesses within the development.

Additional design standards for monument signs specify that the sign face shall not exceed 50 percent of the overall sign structure. And tenants identified on a free standing sign cannot be included on the multi-tenant sign.

To summarize, the subject property is allowed by the currently adopted Sign Ordinance to have:

- **1 multi-tenant sign,**
- **30 free standing signs , and**
- **4 directional monument signs.**

Applicant's Alternative Proposal:

The applicant is proposing to construct 4 multi-tenant monument signs, and to relocate one development identification monument sign (see Attachments).

All of the applicant's proposed multi-tenant monument signs would include internally illuminated sign cabinets with white backgrounds. The applicant has indicated the internal lighting would be "diffused LED, soft lighting." Staff typically recommends that internally illuminated signage have darker, muted or opaque backgrounds with only the logo or wording illuminated to reduce the amount of light pollution as well as glare on motorists or adjacent properties.

The multi-tenant monument sign proposed for Location A would identify up to 5 tenants as well as the name of the development. This sign is proposed to be situated in the landscaped median at the intersection of Creekside Crossing and Central Plaza where the current development identification monument sign is located (current sign is proposed to be relocated to Location E).

The Location A multi-tenant monument sign would be 20 feet, 6 inches in height. The main sign cabinet would be 15 feet, 6 inches in width and the development identification logo at the top would be 18 feet, 6 inches wide, for a total sign area of 383.1 square feet. The Sign Ordinance stipulates that such multi-tenant monument signs cannot have a sign area greater than 64 square feet. Therefore, the proposed sign would exceed the maximum sign area by 319.1 square feet or 498% larger, and would exceed the maximum height by 10 feet, 6 inches, or 205% taller.

Additionally, sign faces of monument signs cannot exceed 50 percent of the overall area of the sign structure. A 64 square foot sign would be allowed 32 square feet of sign face. The proposed 319.1 square foot sign structure would be limited to a maximum sign face of 159.55 square feet. The proposed sign has a sign face of approximately 309.1 square feet, exceeding the maximum sign face area by 235.1 square feet or 318% larger.

The applicant is proposing a second multi-tenant sign for Location B that would identify up to 11 tenants as well as the name of the development. This sign is proposed to be located adjacent to Creekside Crossing at the intersection of Gabriel's Place, a private access easement within the development.

The Location B multi-tenant monument sign would be 12 feet in height. The sign cabinet would be 8 feet in width and the development identification logo at the top would be 10 feet wide, for a total sign area of 120 square feet. The proposed sign would exceed the maximum sign area of 64 square feet by 56 square feet or 187.5% larger, and, would exceed the maximum height of 10 feet by 2 feet, or 120% taller.

The proposed 120 square foot sign structure would be limited to a maximum sign face of 60 square feet. The proposed sign has a sign face of 64 square feet, exceeding the maximum sign face area by 4 square feet or 106% larger.

The third proposed multi-tenant sign, Location C, is identical in size, height and design as the sign for Location B, described above. This sign would be located adjacent to FM 1101 at the intersection of Central Parkway, another private access easement within the development.

The fourth multi-tenant sign proposed, Location D, would identify up to 11 tenants as well as the name of the development. This sign is to be located adjacent to Creekside Crossing at the intersection of Stephen's Place, a private access easement within the development.

The Location D multi-tenant monument sign would be 13 feet, 6 inches in height. The sign cabinet would be 8 feet, 6 inches in width and the development identification logo at the top would be 10 feet, 6 inches wide, for a total sign area of 144.16 square feet. The proposed sign would exceed the maximum sign area of 64 square feet by 80.16 square feet or 125.25% larger, and would exceed the maximum height of 10 feet by 3 feet, 6 inches, or 135% taller.

The proposed 120 square foot sign structure would be limited to a maximum sign face of 60 square feet. The proposed sign has a sign face of 64 square feet, exceeding the maximum sign face area by 4 square feet or 106% larger.

The existing development identification monument sign currently located in Location A, is proposed to be relocated to Location E. This sign is 128 square feet in area, 8 feet tall by 16 feet wide and will be placed atop a 1-foot tall base (total height of 9 feet). Location E monument sign is governed by the monument sign standards. The Sign Ordinance limits this type of sign to 48 square feet and 10 feet in height. The proposed sign would exceed the maximum sign area of 48 square feet by 80 square feet or 400% larger, but is less than the maximum height of 10 feet.

Surrounding Zoning and Land Use:

North - Across Creekside Crossing, M-1Ar71 / Resolute Health Hospital

South - "West Village at Creekside" PD / Single Family Residential

East - C-1B and across FM 1101, MU-B / Bowling Club, Restaurant and Agricultural

West - "Solms Landing" PD / Undeveloped

ADDRESSES A NEED/ISSUE IN A CITY PLAN OR COUNCIL PRIORITY:

City Plan/Council Priority: Chapter 106 of the City's Code of Ordinances: Signs	Sec. 106-2 Purpose and Objectives. Encourage the effective use of signs as a means of communication in the City; maintain and enhance the community's overall aesthetic environment and the City's ability to attract sources of economic development and growth; improve pedestrian and traffic safety; minimize the possible adverse effect of signs on nearby public and private property; enable effective outdoor advertising.
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FISCAL IMPACT:

N/A

COMMITTEE RECOMMENDATION:

N/A

STAFF RECOMMENDATION:

Staff recommends approval of the applicant's proposed sign plan as the overall number and square footage of proposed signage for the entire development is less than what is currently allowed by the Sign Ordinance, and the proposed individual signs are in scale with the overall size of the project and buildings. As noted above, staff typically recommends that internally illuminated signage with white backgrounds be opaque with only the logo or wording illuminated. The applicant has proposed a "diffused LED, soft light" in lieu of the opaque background, however any potential glare impact on drivers or adjacent properties from this type of lighting is not measurable. Staff's recommendation includes the following condition:

1. No additional free standing signage will be allowed without City Council approval as part of an amendment to this Conditional Sign Permit.

Attachments:

- Aerial Map
- Application
- Proposed Site Plan
- Proposed Sign Elevation Plans
- Comparison Table Showing Allowable Signs Vs. Requested Signs
- Excerpt from the Sign Ordinance